



Approved Audits/Apps committee  
7/22/08

#### TIME SENSITIVE REQUEST

Approval Requested:

XXX Final

Preliminary

ORGANIZATION NAME ..... Flathead CVB  
PROJECT NAME ..... Publications – Historical Walking Tours of Kalispell  
APPLICATION COMPLETED BY ..... Dori Muehlhof, Executive Director  
DATE SUBMITTED ..... July 30, 2008

#### Project Overview

The FCVB has been asked to be a financial partner with the History is Posh Group to re-print a version of the Historical Walking Tours of Kalispell. This project was originally done as a c-op project with Travel Montana and Glacier Country. There will be no ad sales on this project. These will be distributed from the Kalispell Chamber of Commerce and downtown Kalispell businesses. This will also be distributed by H.I.P. Teams on the streets of downtown Kalispell. (History is Posh is a new downtown Kalispell history group).

Qty: 3,000

Size: 8.5" x 14"; B&W; 2 sheets of paper, folded & stapled creating an 8-page brochure

#### Project Objectives

1. Increase inquiries to the call center by 2% over FY'08.
2. Increase use of the web site by 5% over FY'08
3. Increase lodging occupancy, thus Bed Tax Collections within Kalispell by 10% over FY'08
4. Increase lodging occupancy, thus Bed Tax Collections within Flathead County by 7% over FY'08
5. Increase lodging occupancy, thus Bed Tax Collections within Lake County by 1% over FY'08

*These objectives support the following marketing goals:*

- Increase awareness of the Flathead Valley as a year-round destination; especially the shoulder & winter seasons
- Increase visitation & length of stay among resident and non-resident travelers.
- Incorporate Travel Montana's branding initiative into our marketing efforts.
- Incorporate the statewide tourism Strategic Plan into our marketing efforts.

#### Support of the FCVB Marketing Plan

1. Increase awareness of the Flathead Valley as a year-round destination.
2. Increase visitation & length of stay among resident and non-resident travelers; especially the shoulder & winter seasons.
3. Incorporate Travel Montana's branding initiative into our marketing projects.
4. Incorporate the statewide tourism Strategic Plan into our marketing efforts.

#### Support the Travel Montana Strategic Plan - YES

This project meets the following objectives:

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
- 1.4 Improve Montana's Visitor Information System to extend visitor stays and spending
- 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors

#### Method of Project Evaluation

- Distribution of brochure.... If they are all distributed, it will be a success!! This is to promote visitation to downtown businesses in Kalispell

#### Budget

Publications - Printing Costs (includes stapling & collating)  
Historical Walking Tours of Kalispell ..... \$1,000

**Total Budget** ..... **\$1,000**

#### **Flathead Convention & Visitor Bureau**

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